



FLORIDA HOSPITAL
Foundation

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May 22, 2008

Dear Chairman Kevin J. Martin,

I am writing this letter as a testament to the true power of radio in our community. Florida Hospital recently partnered with the local affiliation of CBS radio, Mix 105.1 and our fundraising event, *Florida Hospital's Celebrity Stroll*. *Celebrity Stroll* is a unique corporate and couples evening where famous and familiar faces stroll the runway to raise funds and awareness for women and girls with cancer.

Mix 105.1 played a huge role in the success of this event, raising over \$240,000 for Central Florida cancer programs for women and girls. The station ran several public service announcements leading up to the event, *Scott & Erica in the Morning* spoke highly of the cause and the event on air as well as acted as event emcees and "strolled" the celebrity runway. The partnership continued through to the next week, when we opened our Eden: Spa for Image Discovery. Eden is a full service spa designed specifically for individuals dealing with the physical affects of cancer treatments.

The partnership was successful in spreading awareness of our fundraising efforts, assisting in increased sponsorship opportunities as well as acting as an outlet for support for our local cancer patients. A week after our event, Scott McKenzie, Mix 105.1 morning personality, made the announcement of his personal battle with Non-Hodgkin's Lymphoma. This announcement brought our cause and efforts to a startling reality to our community.

Florida Hospital is very appreciative to our local media partners for opportunities to share our mission to the community and rely heavily on these relationships. I can be contacted at 407-303-9661 for additional information.

Sincerely,

Brooke Zapata
Director of Marketing & Events